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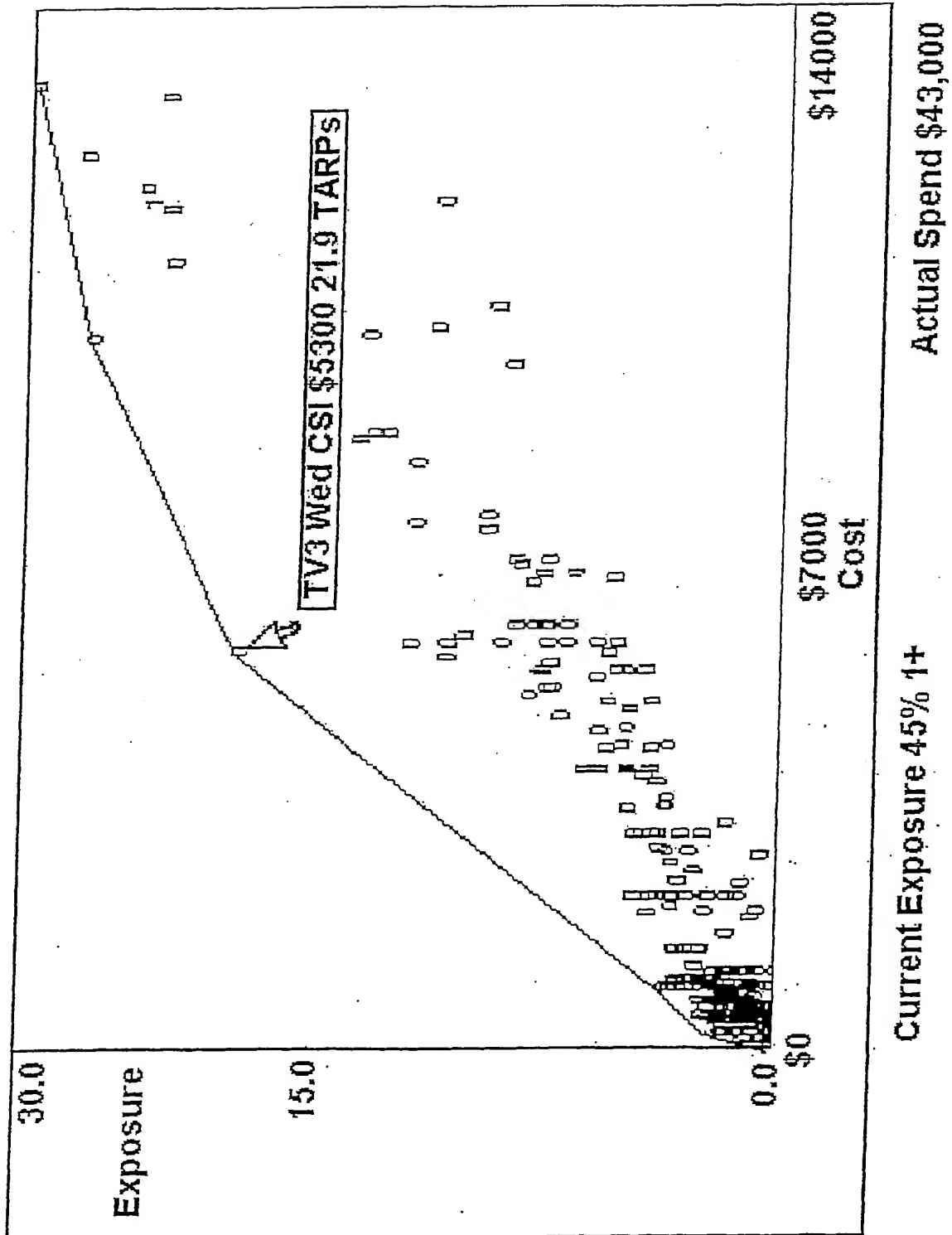


Figure 1

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Client

Bisleys Brewing

Add Modify Delete

Previous Booking Session

Which recent weeks do you wish to use for the ratings protection?

01/06/03 25/05/03 18/05/03 11/05/03

4 Weeks Selected

Booking Description

New Booking Session

Product

Bisleys Brewing

Add Modify Delete

Demographic

All 05+

Typical Sample = 1029 Potential = 3600.0

Second demographic group

Week Commencing

20/07/03 27/07/03 03/08/03 10/08/03 17/08/03 24/08/03 31/08/03

Add Last Year

1 Weeks Selected

Channel

TV2 TV3 TV4 Prime

All channels

New Booking Session

Return to Menu

Figure 2

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Time: 1000-2229
 Days: All Days
 Channels: TV1
 Week Commencing: 06/07/03
 Demographic group: All 05+

Visual Optimiser Display Parameters

Programmes available: 169

Schedule Objectives

Reach target: 50 % ☐ Single Frequency Target: 1 +
 Reach Corridor: 2 - 5
 Budget Limit: \$ 250,000

Pre-filter programme selection (optional)

Minimum TARP: 1.0
 Maximum CPT: 750.0

Start Time: 1000
 End Time: 2229

SUN
 MON
 TUE
 WED
 THU
 FRI
 SAT

All Mid End

R&F in the selected time period(s)

01 Jun 2003 - 07 Jun 2003
 25 May 2003 - 31 May 2003
 18 May 2003 - 24 May 2003
 11 May 2003 - 17 May 2003
 04 May 2003 - 10 May 2003
 27 Apr 2003 - 03 May 2003
 20 Apr 2003 - 26 Apr 2003

4 date ranges selected

OK Cancel

Figure 3

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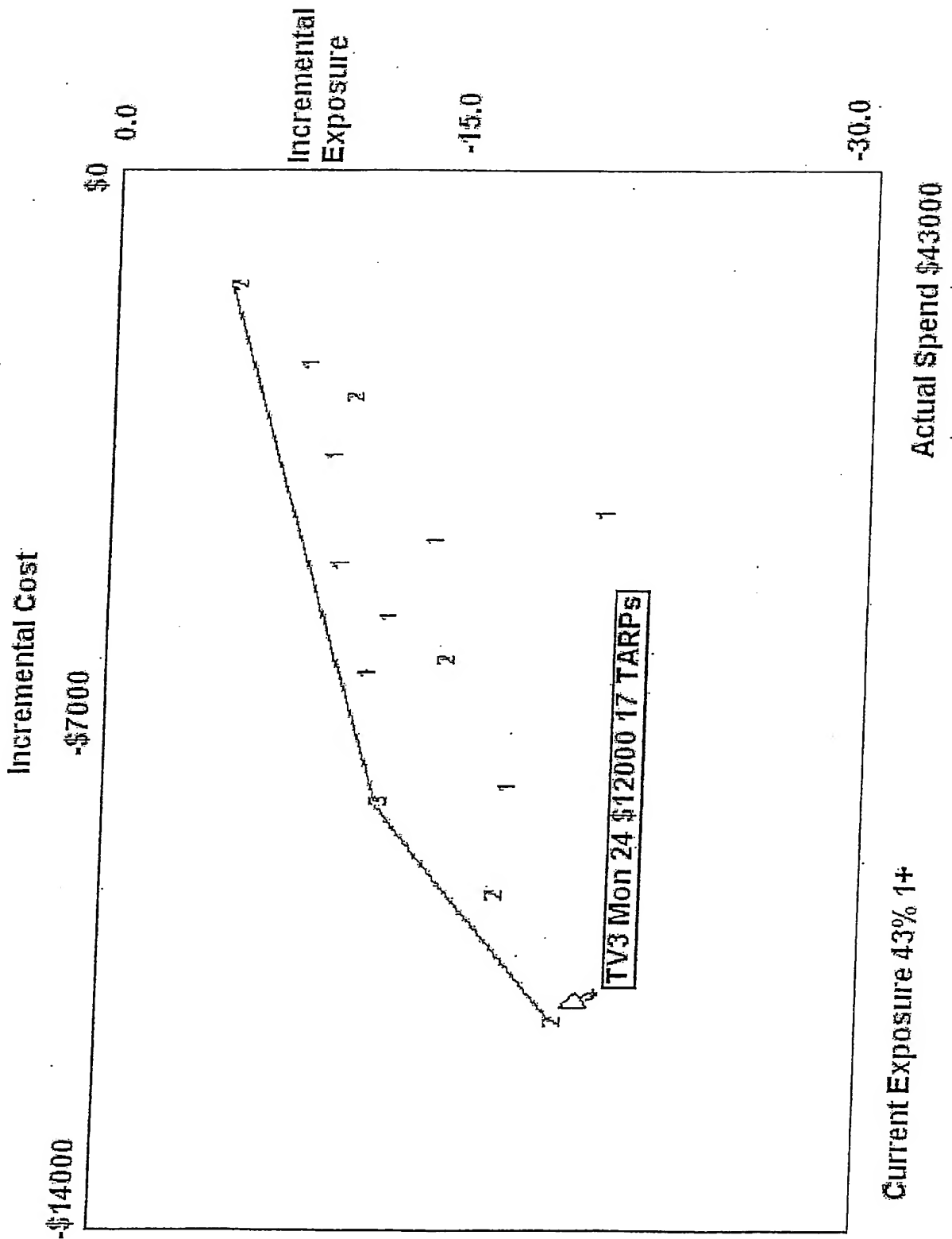


Figure 4

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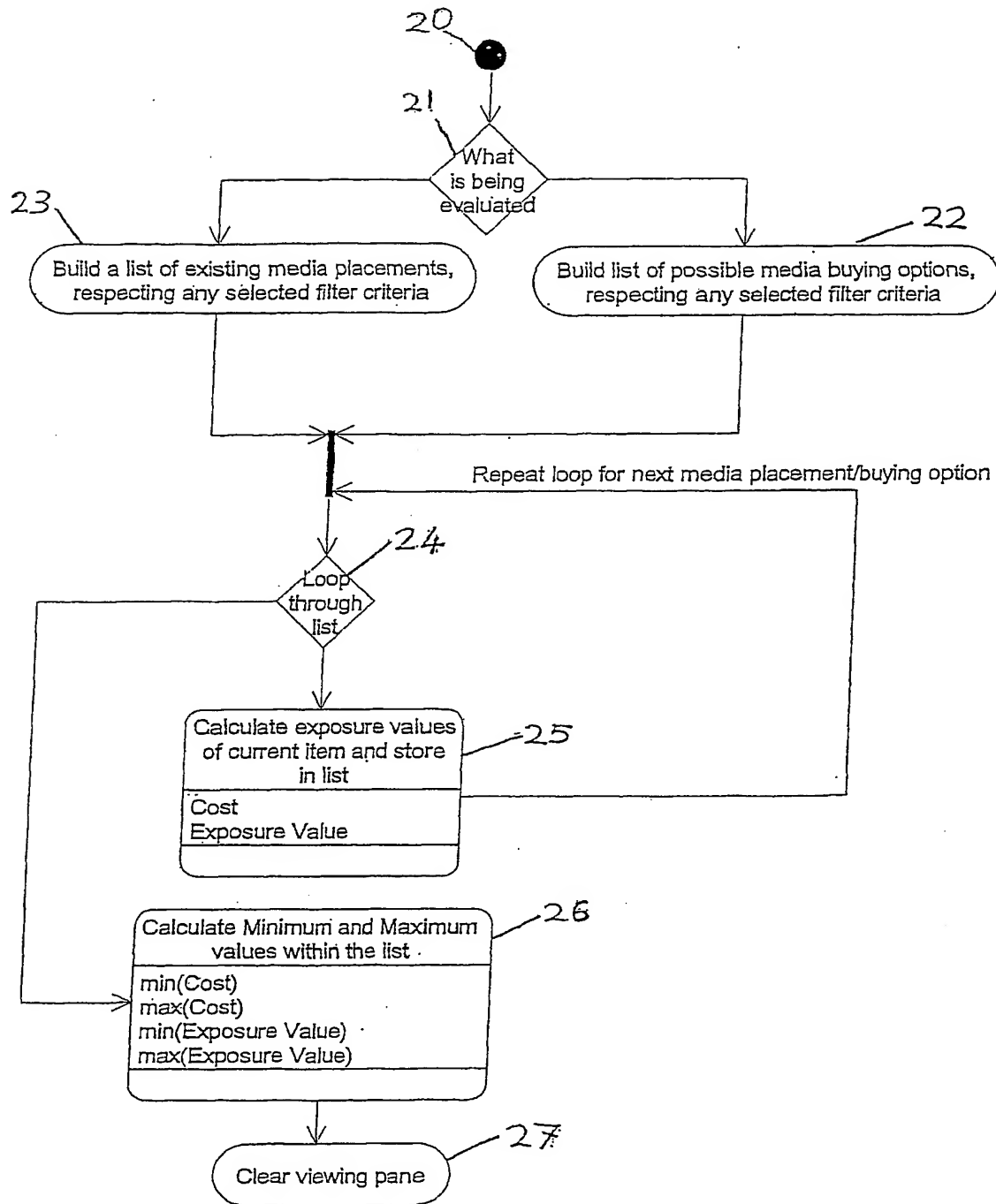


Figure 5

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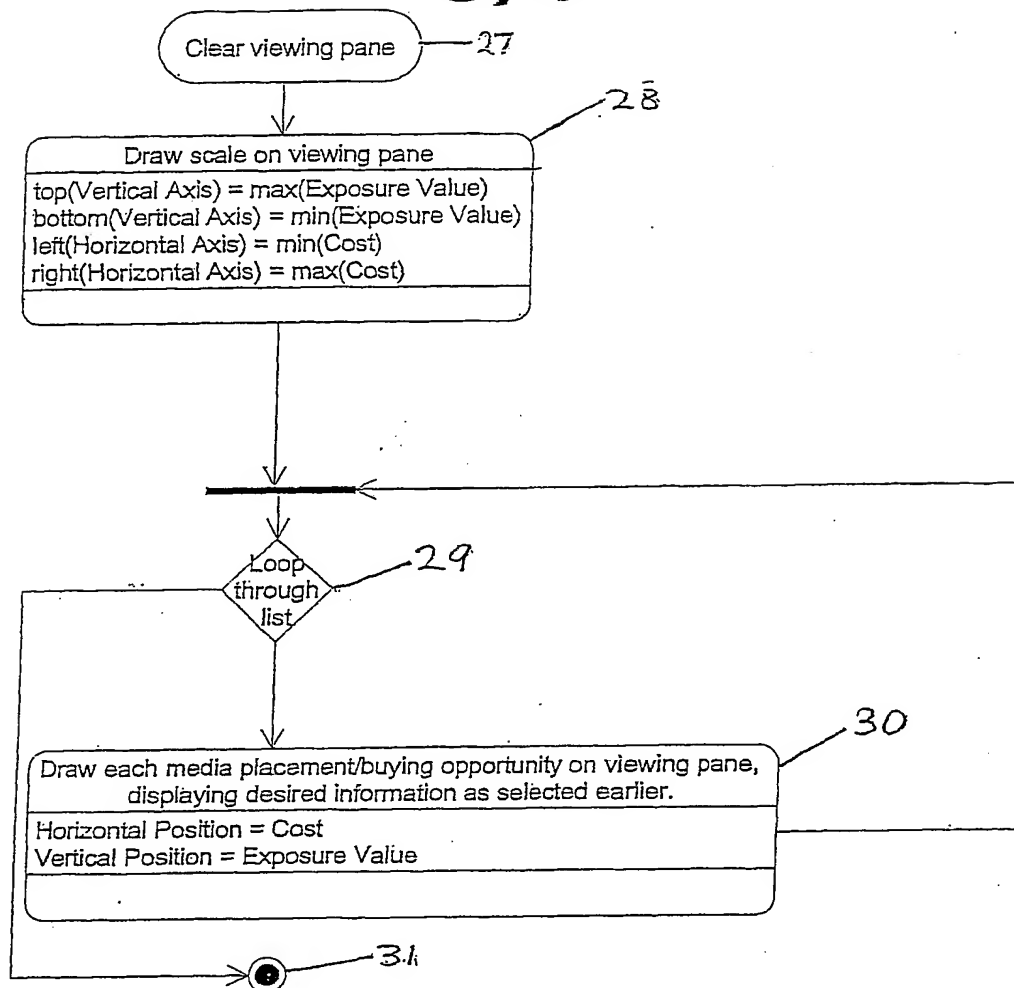


Figure 5 cont

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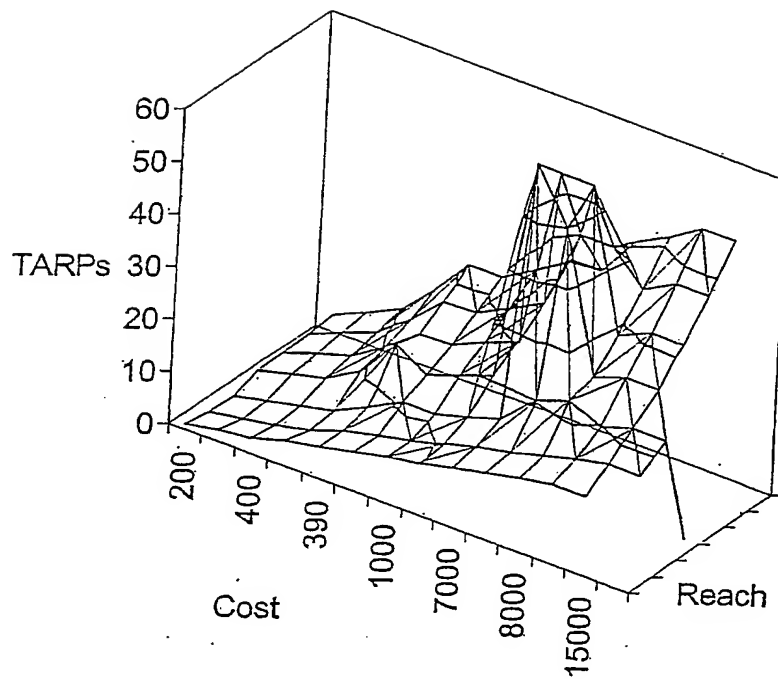


Figure 6